



**CALIFORNIA WORKFORCE INVESTMENT BOARD
ADMINISTRATIVE COMMITTEE**

**MEETING NOTICE
December 15, 2008
10:30 a.m. – 12:00 p.m.**

**KB Homes
10990 Wilshire Blvd.
Los Angeles, CA**

**Audio Teleconference Site:
California Workforce Investment Board
777 12th Street, Suite 200
Sacramento, CA**



Lawrence Gotlieb
Chair

Chris Essel
Vice Chair

Arnold Schwarzenegger
Governor

Barbara Halsey
Executive Director

AGENDA

- I. Welcome and Announcements – Larry Gotlieb, Chair**
- II. Update – Executive Director's Report**
- III. Consent Items**
 - A. Approve September 9, 2008 Administrative Committee Meeting Summary**
 - B. Approve WIA Annual Report PY 2007-08 for submission to DOL**
- IV. Discussion Items**
 - A. Adopt Recommendation for New Special Committee Structure**
 - i. Special Committee on Industry Sector Strategies**
 - ii. California Green Jobs Council**
 - B. Recertification of Local Workforce Investment Boards**
- V. Other Business that may Come Before the Committee**
- VI. Public Comment**

Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply.

Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.calwia.org> or contact Daniel Patterson for additional information.

Welcome and Opening Remarks

Update – Executive Director’s Report

Action: Approval of Administrative Items

- **September 9, 2008 Administrative Committee Meeting Summary**
- **Program Year 2007-2008 Annual Report**

Administrative Committee Summary September 09, 2009

In Attendance:

Victoria Bradshaw
Jamil Dada
Chris Essel
Jaime Fall
Barbara Halsey

Jose Millan
Dennis Petrie
Tim Rainey
Audry Taylor

Welcome and Announcements – Vice Chair Ms. Essel welcomed everybody and opened the meeting.

Update – Executive Director’s Report

Ms. Halsey provided information on the partnership with the Department of Corrections and Rehabilitation (CDCR) and Project New Start. This project is being developed to assist parolees reintegrate back into their home communities by providing continuity with institutional programs and job placement through the One-Stop Centers. There are six Local Workforce Areas scheduled for Phase I implementation, an additional ten local areas scheduled for Phase 2 which will begin January 01, 2009 and the remaining areas will roll in Phase 3 and Phase 4. There are some operational details that still must be resolved, which may have an impact on these preliminary start dates.

CDCR will work with the Local Boards who have expertise in assessing skills. By identifying appropriate assessment tools to use with this population we can get a good base-line on where their skills and skill gaps are when they come in to the One-Stop Centers. CDCR will also assess the jobs prisoners are assigned to while incarcerated, correlating job duties to occupations in areas they will return to. Until reentry facilities are opened, the bulk of training is going to occur in the institutions proper. The working agreement is to form a partnership between the internal contact inside the institution and the case manager in the One-Stop Centers to make the transition for the parolee back to their home community a smooth one.

One of the members stated that the prisoners are being trained for reentry but as a business person in society there is a stigma attached to them so if a background check is returned showing this person has been in prison it is more than likely that they will be put at the bottom of the list. Ms. Halsey responded that employer forums and business outreach are a part of the strategy for this effort. There are media tools on hiring the population and breaking down some of the misperceptions of this population. Business forums have been held in the six Phase I areas in which employers have come to the table and talked openly about their concerns they have, which helps design strategies for addressing those concerns.

Ms. Bradshaw added that great success is being seen in areas where there is now a shortage or a projected shortage in the near future that does not require security. There is a lot of crime that does not involve the kind of exposure that we are talking about and is beginning to differentiate

between the hard core violent felons and those who are in there because economic circumstances drove them there - not necessarily because they made a choice and it was a bad choice.

Ms. Halsey expressed that the leadership at CDCR that she has worked with are committed to making systemic changes in the way they do their business. A questionnaire was sent out to all Workforce Investment Boards asking for the most critical things that need to occur with an individual within the first 72 hours of being released. Thirty five of them responded with information from staff working directly with this population, providing her opportunity to offer some real input to that group of individuals. The Corrections community is also interested in what entices employers to hire someone who has a prison record. Models like the Ticket-to-Work Program may become applicable for this population in addition to some of the tax credits that are already available. CDCR has also included funding for supportive services as part of the budget to the local Workforce Investment Boards, including funding for some limited on-the-job training contracts.

Ms. Halsey provided an update on the Integration Initiative. Twelve LWIA's are serving as pilot learning labs fully integrating the delivery of services, specifically with the Employment Development Department (EDD) partners in their One Stops. Most areas began implementation on July 1, 2008, and have focused on teams assigned to specific functions. The goal of this project is to make sure that anyone who comes through the door at the One-Stop or local EDD office had the opportunity to have their skills assessed, to know how the skills related to the local economy, understand how to upgrade their skills and obtain a job with their skills. There has been positive feedback from customers coming in as well as staff working under this model. An invitation has been sent for the second round of learning labs and fifteen additional Workforce Investment Boards are interested. At this point a session is planned on October 7th to inform them of what is going on with the initial effort, how to get involved and to find out if they would like to be part of Phase 2.

Action – Approval of Administrative Items

April 11, 2008 Administrative Committee Meeting Summary - The Meeting Summary as recorded was approved by all members.

Discussion Items– State Board Meeting Agenda

Local Board recertification for 2009-2011 – Ms. Halsey stated that there are two new requirements; implementation of common measure for youth programs and increased labor representation of Labor as required by the Workforce Training Act (SB 293). Most local boards are concerned with whether or not their recertification is going to be impacted by those new common measure requirements. A member asked what the process was for checking compliance. Ms. Halsey responded that we work with EDD and the Regional Advisors in going through and assessing board membership and we also work with EDD's Monitoring and Compliance Division, who checks performance and all the typical things we need to look at. A follow-up question was asked regarding the process for correcting problems if any are identified. Ms. Halsey stated that a letter is issued that reports the findings to the Local Area and asks for a

corrective action plan to be developed and submitted which addresses how the deficiencies will be corrected, and sets bench marks and dates for compliance to be achieved

Discussion and Information Presentation - Doug Henton with Collaborative Economics –

Collaborative Economics was the principal consultant on the Clean Technology and Green Economy monograph that was recently issued by the Economic Strategy Panel. They have been in the process of doing forums across the state, with the purpose of finding ways to define Green, and if it can be described as a separate industry sector with applications that impact across many industries. The first implementation of Green will happen through changes and processes that will affect incumbent workers and includes implementation in some of the air quality, and emissions control standards. The intent is to have Doug Henton come and give a presentation to the full Board, setting up the discussion for restructuring of the Special Committees of the State Board. A member added that that LMID is preparing to do a survey on all of the employers in clean and green technology. The results of that survey will be a year out, but it is critical to understand how many jobs are out there and what jobs are in the pipeline so that we can begin to fashion programs that can transition people into these jobs. It was also stated that it is important to make sure that our local workforce partnerships understand what the Green economy looks like and the value network associated with this economy.

Public Comment – No Public Comment

Other Business that May Come Before the Committee

Discussion:

- **Special Committee on Industry Sector Strategies**
- **California Green Collar Jobs Council**
- **Recertification of Local Workforce Investment Boards**

Special Committee on Industry Sector Strategies

Background:

In meeting the requirements of California's Workforce Training Act, the intent of the California Workforce Investment Board (Board) is to go beyond the development of a traditional strategic plan to the implementation of an *evolving workforce development strategy*. To this end, and based on information received at stakeholder meetings held by the Board throughout the state, a review of promising national practices, the work and products of the Economic Strategy Panel, input received from the September 24, 2008 Workforce Investment Board meeting and the October 29, 2008 Joint Special Committee meeting, the State Board will adopt Industry Sector Strategies as the primary model for the statewide workforce development strategy.

At the direction of the Joint Committees, given during their meeting on October 29th, 2008, staff developed recommendations for the consideration of attendees at the Administration Committee (Committee) Meeting on December 15th, 2008. The recommendations offer the Committee options regarding the configuration of the Special Committee on Industry Sector Strategies (CISS) and a draft working charter for this committee. Broadly, the Special Committee on Industry Sector Strategies will serve as a workforce intermediary, identifying industries critical to California's economy, create industry specific councils or coalitions to develop programs, strategies and resources responsive to the workforce needs of these industries.

Recommendations for Committee Configuration:

Recommendation I:

The existing Special Committees on, Business and Industry, Targeting Resources, Accountability in Workforce Investments, and Lifelong Learning will be dissolved and a Special Committee on Industry Sector Strategies will be established. Membership of the Special Committee on Industry Sector Strategies (CISS) will be drawn from the membership of the current CWIB Special Committees. Work that is on-going and associated with one of the existing special committees such as the One Stop Career Center Cost Study, will be reassigned to a workgroup, comprised of Board Members from the Special Committee on Accountability in Workforce Investments. This workgroup will close out the project and report back to the Administrative Committee as well as the State Board.

Recommendation II:

Merge the Business and Industry, and Targeting Resources Committees to form the Special Committee on Industry Sector Strategies (CISS)s. The Accountability in Workforce Investments and Lifelong Learning Committees would remain, but require the Chairs and Vice Chairs of these committees to participate in the CISS, as Lifelong Learning and Accountability are themes critical to successful sector initiatives. Evaluate the viability of the AWIC and LLC in six months.

Proposed Charter for the Special Committee on Sector Strategies:

The Special Committee on Industry Sector Strategies (CISS) is responsible for the implementation of California's Industry Sector Strategies workforce development framework. This framework will ensure that the California Workforce Investment Board meets its objectives and effectively addresses its charge, as provided in the federal Workforce Investment Act and the state's Workforce Training Act.

The Special Committee Industry Sector Strategies will broadly connect key stakeholders around various industries at the state, regional and local level in order to address the regional workforce needs of employers and workers. With sector initiatives as a strategy, the Committee will function as a state level Workforce Intermediary, having a deep understanding of employer and worker issues, engaging and convening stakeholders, generating ideas and innovative approaches, coordinating services to provide solutions, and integrating funding streams, services, and information.

Accordingly, the CISS will identify key industries (emerging, contracting, and/or evolving) that are critical to California's economic growth and vitality. When a critical industry is identified the CISS will seek the State Board's approval to form *industry specific councils to exclusively examine that specific industry*. In support of the CISS, the *councils* will provide independent and objective findings on education, workforce and economic development issues that affect the State of California in the given industry. The *councils* will accomplish this work by bringing together representatives and experts from workforce development, industry, education systems, economic development, and policy-makers to develop an in-depth understanding of the workforce demand and supply-side issues faced by the industry, and aligning systems to effectively respond to those issues.

Major Themes:

1. Industry Focused

Continuous examination of economic trends and workforce needs to pragmatically confront and engage industries and employers with innovative ideas and solutions. The industry of focus will be determined through high-level, regionally-based data analysis, such as the Economic Strategy Panels Industry Clusters of Opportunity Methodology. The Committee will then establish

Councils to engage those industries with an identified workforce need In dialogue with institutions/organizations that can best meet the identified need.

2. Funding Strategies

Assess which sector initiatives require funding, analyze availability of funding and develop connections to and understanding of various funding sources, recommend funding methods/sources , and the duration of the investment. The Committee will also develop strategies to sustain and expand successful initiatives as well as identify and disseminate innovative practices.

3. Interagency Alignment

Address the alignment of other agencies including; K-12, Community Colleges, and Higher Education, in support of sector initiatives. This will include identifying; policy changes, available resources, performance criteria, and decision making processes. The Committee will engage and convene stakeholders, generate ideas and innovative approaches to respond to the needs of employers and workers, and integrate funding streams, services, and information to enhance the capacity of both workers and employers.

4. Capacity Building Strategies

Identify new ways of thinking and acting at both the state and regional level. Identify gaps in services, programs and skill gaps hindering workforce professionals from providing high levels of service to job seekers and businesses. Promote cross-institutional collaboration to solve regional workforce issues experienced by critical sectors, and ensure that staff receives the necessary training and assistance to address the current workforce issues.

Member Selection Process:

As established by the State Board's Bylaws, the Chairperson of the California Workforce Investment Board selects Special Committee members, chairs, and vice chairs. In the instance where a industry specific Council is initiated and recommended by the ISSSP, the ISSSP may also recommend to the Chair of the State Board the Council's chair, vice-chair, and members.

Where a Council has been mandated by the Governor, Legislature, Labor and Workforce Development Agency Secretary, or the State Board, the Chair of the State Board, in consultation with the mandating entity, will appoint members to the Council and name its chair and vice chair.

Membership Recommendations for the Special Committee on Industry Sector Strategies

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Recertification of Local Workforce Investment Boards

Action Requested

Approve the recertification of 44 Local Workforce Investment Boards (Local Boards) for two years (January 1, 2009 through December 30, 2011). Approve conditional recertification of 5 Local Workforce Investment Boards pending resolution of board membership deficiencies.

Background

Section 117 (c)(2) provides that the Governor shall certify one Local Board for each Local Workforce Investment Area (Local Area) once every two years. The Governor's recertification policy, as recommended by the State Board, is to recertify Local Boards:

...for two years based upon meeting the membership criteria, as described in the Workforce Investment Act Section 117, and its designated Local Workforce Investment Area achieving 80% or higher in at least 9 of 11 locally negotiated performance measures (excluding 2 customer service measures and 4 credential diploma measures).

Performance Summary

All 49 Local Areas successfully achieved the required performance levels for two consecutive years according to the standards outlined in the State Board's non-performance policy.

Local Workforce Investment Board Composition

The WIA Section 117 (b)(2)(A) specifies the required Local Board composition. As the WIA administrative entity, the Employment Development Department (EDD) posted Directive WIADO8-7 on November 4, 2008, requiring that Local Boards submit current membership lists and other information for State review, as part of their formal request for recertification.

The EDD has completed their analysis of all the Local Boards recertification applications and indicates that all Local Boards are making concerted efforts to meet the federal membership requirements and the additional 15 percent membership requirement for labor organization representation as mandated by SB 293. In some areas, while LWIBs have actively sought nominations, nominations from local labor federations have been limited. Because union concentration varies across the state, this was not an unexpected issue. It should be noted that all Local Boards have met the federal 10 percent union representation requirement. Overall, the LWIBs are taking a proactive approach to fostering better working relationships with the California Labor Federation and local labor organizations with the goal of securing adequate and ongoing recommendations for labor representatives.

In terms of meeting the federal and state membership requirements, and based on EDD's review, 44 Local Boards are recommended for recertification. Five Local Boards are recommended for conditional recertification. Three (3) of Local Boards recommended for conditional recertification face challenges with maintaining a private sector member majority (Mother lode Consortium, Tulare, and NCCC). All of these Local Boards are confident that they will be in compliance with the private sector membership majority by March 31, 2009. EDD will monitor for compliance and report back to the State Board after the March 31, 2009 deadline.

The two remaining Local Boards recommended for conditional recertification (Oakland and San Francisco) face different challenges. The Oakland Local Board has an approved plan that includes a list of potential members and seats approved by the Mayor but formal appointments have not yet been made. Local Board staff indicates that the Mayor is expected to make formal appointments by the end of this year. In the interim, it is recommended that the State Board Chair send a formal letter of notification to the Chief Elected Official (CEO) of Oakland requesting proof of the appointment of members within 4 weeks of the receipt of the letter.

At the November 30, 2006 State Board meeting, it was recommend that the San Francisco Local Board not be certified as it was not fully functional. The Local Board had been dismantled and the San Francisco Mayor's Office of Workforce and Economic Development was recruiting a new, business-led Local Board. The goal was to have the new Local Board in place by January 2007. Various political developments delayed San Francisco's ability to seat a compliant Local Board by January 2007. At the time of 2009-2011 recertification application process, San Francisco remained without a compliant Local Board.

Given these developments, it is recommended that the State Board Chair send a formal letter of notification to the CEO of San Francisco requesting that within 4 weeks of receipt of notification a formal plan for reestablishing a compliant Local Board be submitted to the State Board. Additionally, it is recommended that San Francisco's progress on seating a compliant Local Board be reviewed within 6 weeks after receipt of the formal plan. If no action has been taken, or unsatisfactory progress is being made then it is recommended that the State Board begin the formal process of the formal process of decertification, and formulate recommendations concerning administration and fiscal oversight of this Local Area.

Other Business

Public Comment